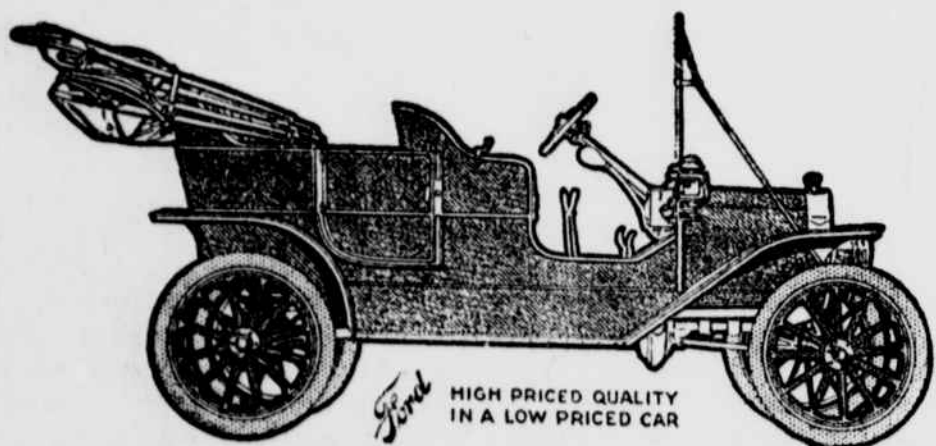


Here's an announcement that will be welcomed by all people, who contemplate buying an automobile



Model T Touring Car \$780.00

The same car without the following equipment:—Extension Top, Automatic Brass Windshield, Two 6 inch Gas Lamps, Generator and Speedometer..... \$700.00
"Freight Extra."

The "reason why" can be given in very few words: We are in the position to do business on a small profit.

There is no philanthropy in this; we believe it to be good business judgment.

When Henry Ford built his first automobile, he realized its importance as a factor in the progressive business life of America and he determined to build a motor car that would have the largest demand from ALL the people. He knew that such a car must be light in weight, reliable in construction, inexpensive to maintain and low in price.

From that memorable day in 1908 when the FORD MOTOR COMPANY was organized, there has been no halt in the march of achievement. Ford has been "doing things" every day—working to one purpose: A car for the people with a price the people can pay.

To fully achieve this purpose FORD cars must be made in such large quantities that a small margin over the cost would produce a satisfactory profit. Continuous quantity demand could only be assured through quality.

To establish this quality, there must be specialization and organization to accompany inventive and mechanical genius.

From the beginning all FORD efforts have been concentrated upon one model. Concentration is a fixed principle with Mr. Ford, in order that perfection of product may be had. And so, throughout the entire vast plant, in every department, every man and every machine is busy on the production of this model.

The ideal FORD Model T was attained in 1908. Since that time there has been little change in its design, but a continuous refinement in mechanical construction, each year bringing the Model T nearer the perfect automobile.

We are going to make FORD Model T indefinitely. All the necessary experiments have been made and paid for.

We have built and fully equipped the most complete automobile manufacturing plant in the world. All has been paid for from the profits earned on the business of previous years.

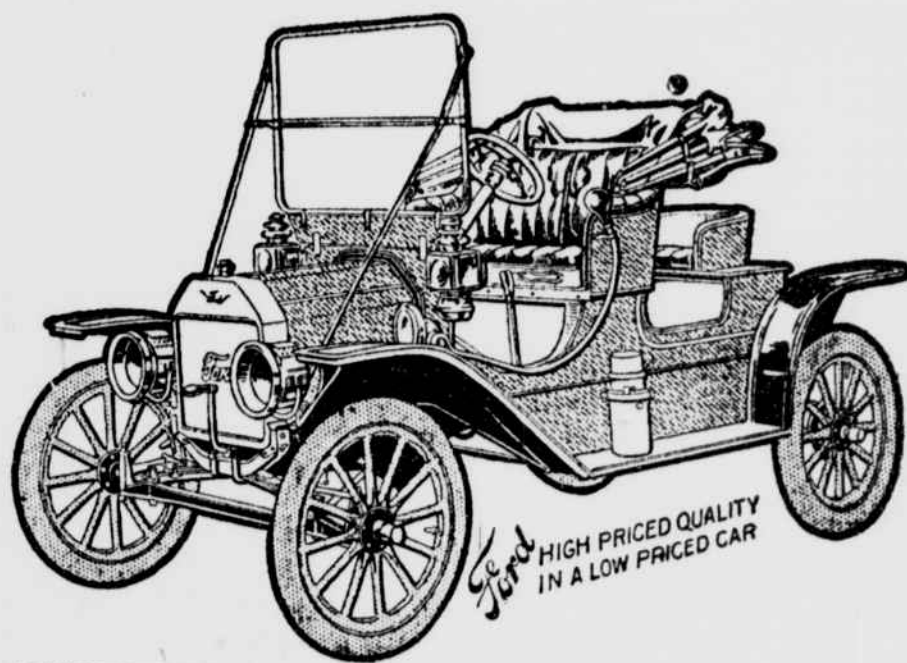
We have no bond issues to pay off. There are no mortgages upon our property. We have no loans to repay. We have no indebtedness. We do business on the "spot cash" discount basis, purchasing in large quantities, commanding the lowest prices in the market of materials. Therefore we can well afford to sell the FORD Model T at the above low prices.

The FORD Model T costs us the same to make this year as it did last year and there has been no sacrifice in quality because of the lower price.

Our factory is built for quantity production. (285 complete FORD cars have been turned out in one day.) We can make 30,000 cars cheaper than we can make ten thousand. Where labor costs us one dollar, our overhead expenses cost a dollar and a half. Our factory is built to profit from quantity production. Thus, by reducing overhead cost per car we will build 30,000 cars for 1911 at a less ratio of overhead cost per car than it did to make the 20,000 cars in 1910—though materials and labor command the same price.

Our normal working force is 4,000 men, building 30,000 cars. Contrast this with factories employing from 7,000 to 12,000 men and making only 10,000 cars. Wages are a part of the cost of any car. Here's where FORD factory equipment and manufacturing organization reduces cost of production, while accentuating excellence in the quality of FORD cars. We can therefore afford to sell on a small margin of profit.

These are some of the reasons for the price quoted above.



"Buy a Ford Car because it is a better car—not because it is cheaper."
—Henry Ford.

4 Cylinders.
22 Horse Power.

Model T Roadster \$680.00

The same car without the following equipment: Extension Top, Automatic Brass Windshield, Two 6 inch Gas Lamps, Generator and Speedometer..... \$600.00
"Freight Extra."

49,600 FORD owners are this minute proving the durability and economy of FORD construction. 49,600 FORD owners know that the FORD is built so light and yet so strong that it costs less to maintain than any other car. That is why the FORD is now and will continue to be the favorite and foremost among all family cars.

The FORD Model T is in every essential the same FORD of 1908, 1909 and 1910, the only difference being an advance in the refinement of several important features.

The FORD Model T has met all the demands of city and country life. It is the family car of pleasure, the fast car for the busy business men, the reliable car day and night for the doctor, the dependable car on the farm,—all because of its being built to fill a practical mission—a car for the people, and at a price they care to pay. It is light in weight, yet of giant strength in mechanical construction,—a car of Vanadium steel.

Every strain-bearing metal part of a FORD car is scientifically treated by passing through from three to four ovens, equipped with electrical temperature devices. Not one vital part is thus treated, but each bit from crank shaft to fender iron. (A FORD car may be lifted by its four fenders.) Strains are considered—sudden shocks, torsional strain and vibration. Pivots are necessarily differently treated than shaft drives because of the different strain to which they are subjected.

The FORD steel treating plant, perfected by Henry Ford, is the most complete in the world, possessing its own FORD steel analyses and quenching formula.

The FORD Model T car weighs 1,200 pounds, possessing one horsepower for each 53 pounds. The average touring car possesses one horsepower for each 70 pounds. A 1,200-pound car takes less power than a 2,000-pound car; therefore, in the FORD the power goes to carry the load and not the car. A 1,200-pound car will not wear out a tire as quickly as a 2,000-pound car. A 1,200-pound car passes over a rough road with scientifically proportioned tires much easier and quicker than a car of 2,000 pounds. Two and two still make four—and the light weight FORD car is still unapproachable by any other car of the same capacity in the smallness of operating expenses. You will admit this is significant.

FORD ingenuity has originated brakes, with a breaking surface of 6.1 square inches per pound weight; the average is 5.1 square inches. FORD tires are the largest per pound weight of any automobile—2.33 cubic inches of tire per pound. Hence the FORD tire economy. There is no necessity for a FORD Model T to be equipped with extra tires.

The FORD magneto is an integral part of the unit power plant. No batteries are used, no brushes, gearing, or moving wires. Trouble makers have been banished. The whole is carried in the flywheel casing. A slight movement of the flywheel generates current enough to make a powerful spark.

Vanadium steel causes FORD repair bills to be less. FORD weight proportionate to the horsepower causes fuel bills to be smaller—tires to cost less. One gallon of gasoline carries a FORD twenty to twenty-five miles. One set of tires carried a FORD from 5,000 to 10,000 miles.

The quality of materials and strength of mechanical construction carry it safely over bad roads, while the lightness in weights means no limit of service for the power generated by the motor.

FORD "OWNERS' SERVICE" means satisfaction during the life of your car. Strike a ratio of fifty miles in almost any part of the country and there is a FORD dealer within it. Every FORD dealer must carry a full stock of repair parts. At our 25 branch houses our stock of repair parts is in every way as complete as our stock at the factory. With our numerous branch houses and thousands of dealers located in all parts of the world, FORD "owners' service" is and has been the best owner's service furnished to any motor car owner. The FORD repair list contains the price of each replacement which an owner might need.

That is what FORD "OWNERS' SERVICE" means. Surely the FORD is the car you want.

Jenkins Auto Specialty Co.

Sumter, South Carolina.

Ford

We Want Live Hustling Agents in the Following Counties in Eastern Carolina:
Lee, Kershaw, Lancaster, Williamsburg, Berkley, Georgetown, Horry and Chesterfield.

Ford